



WGHP-TV

ORDER

Print Date 10/26/12

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Flight Dates 10/22/12-10/28/12

Contract / Revision 565983 /

Original Date / Revision
10/26/12 10/26/12

Advertiser McCrory/R/ NC Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314Primary Account Executive
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Product
MCCRORY FOR NC GOV

Agency Com 15%

Billing Contact
814 King Street
Suite 400
Alexandria, VA 22314Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # C22C28

Alt Order # 9763990

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Ea

Priority 7

Advertiser Ref

- revision

Order Share 26% Market Value 73250

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	30%	21975
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	39%	28567
WXLV	5%	3662

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	59	\$16,188.25	\$19,045.00	0.00	10/01/12	10/28/12	59	\$16,188.25	\$19,045.00
Totals	59	\$16,188.25	\$19,045.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	8	10/22/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM-All	4p-5p	MTWTF--	:30	4	\$80.00	7	0.00	NM	4	\$320.00
JUDY/JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	4		\$80.00	0.00							
2	8	10/27/12	10/28/12	Sa/Su 12N-6P Rotator Sa-Su 5-6p	CM-All	5-6p (5:00 PM-6:00 PM)	-----SS	:30	2	\$60.00	9	0.00	NM	0	\$0.00
CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----SS	2		\$60.00	0.00							

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	8	10/27/12	10/28/12	Sa/Su 12N-6P Rotator	CM-All	5-6p	-----SS	:30	2	\$60.00	9	0.00	NM	0	\$0.00
Sa-Su 5-6p (5:00 PM-6:00 PM) CLOSER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----SS 2 \$60.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 8 10/22/12-10/28/12 Sa/Su 12N-6P Rotator 5-6p (5:00 PM-6:00 P-----SaSu :30 (\$60.00) 0.00 NM Credited 2 8 10/22/12-10/28/12 Sa/Su 12N-6P Rotator 5-6p (5:00 PM-6:00 P-----SaSu :30 (\$60.00) 0.00 NM Credited															
3	8	10/22/12	10/26/12	M-F 5-6a	CM-All	5-6a	MTWTF--	:30	4	\$50.00	9	0.00	NM	4	\$200.00
FOX 8 Morning News NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MTWTF-- 4 \$50.00 0.00															
4	8	10/22/12	10/26/12	M-F 8-9a	CM-All	8-9a	MTWTF--	:30	4	\$70.00	9	0.00	NM	4	\$280.00
Fox 8 Morning News NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MTWTF-- 4 \$70.00 0.00															
5	8	10/22/12	10/26/12	M-F 9a-10a	CM-All	9a-10a	MTWTF--	:30	4	\$50.00	9	0.00	NM	4	\$200.00
Fox 8 Morning News NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MTWTF-- 4 \$50.00 0.00															
6	8	10/27/12	10/28/12	EN (Sa-Su)	CM-All	6-7p	-----SS	:30	2	\$175.00	9	0.00	NM	0	\$0.00
Weekend News NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----SS 2 \$175.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 8 10/22/12-10/28/12 EN (Sa-Su) 6-7p -----SaSu :30 (\$175.00) 0.00 NM Credited 2 8 10/22/12-10/28/12 EN (Sa-Su) 6-7p -----SaSu :30 (\$175.00) 0.00 NM Credited															
7	8	10/27/12	10/27/12	LN (Sa)	CM-All	10-11p	-----S-	:30	1	\$300.00	9	0.00	NM	1	\$300.00
Late News Sa NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$300.00 0.00															
8	8	10/24/12	10/28/12	World Series	CM-All	730-1130p	--WT-SS	:30	3	\$700.00	9	0.00	NM	3	\$2,100.00
World Series on FOX WORLD SERIES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WT-SS 3 \$700.00 0.00															
9	8	10/28/12	10/28/12	Home Team Game	CM-All	1-415p	-----S	:30	1	\$2,500.00	9	0.00	NM	1	\$2,500.00
Panthers Football on FOX (1:00 PM-4:15 PM) NFL-PANTHERS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$2,500.00 0.00															
10	8	10/22/12	10/26/12	M-F 12-1230p	CM-All	12-1230p	MTWTF--	:30	3	\$50.00	7	0.00	NM	3	\$150.00
Noon News NEWS ADDING SPOTS															

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	8	10/22/12	10/26/12	M-F 12-1230p Noon News	CM-All	12-1230p	MTWTF--	:30	3	\$50.00	7	0.00	NM	3	\$150.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			3		\$50.00		0.00				
11	8	10/22/12	10/26/12	M-F 5-6p Fox 8 News at 5pm	CM-All	5-6p	MTWTF--	:30	2	\$150.00	7	0.00	NM	2	\$300.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$150.00		0.00				
12	8	10/22/12	10/26/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	MTWTF--	:30	2	\$275.00	7	0.00	NM	2	\$550.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$275.00		0.00				
E 13	8	10/22/12	10/26/12	LN (M-F) Late News M-F	CM-All	10-11p	MTWTF--	:30	4	\$400.00	7	0.00	NM	2	\$800.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	10/22/12-10/28/12		LN (M-F)		10-11p	MTWThF----	:30		(\$400.00)		0.00	NM		
		Credited													
4	8	10/22/12-10/28/12		LN (M-F)		10-11p	MTWThF----	:30		(\$400.00)		0.00	NM		
		Credited													
14	8	10/28/12	10/28/12	LN (Su) Late News Su	CM-All	10-11p	-----S	:30	1	\$350.00	7	0.00	NM	1	\$350.00
NEWS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$350.00		0.00				
15	8	10/22/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTWTF--	:30	4	\$175.00	7	0.00	NM	4	\$700.00
ACCESS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$175.00		0.00				
16	8	10/22/12	10/26/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	MTWTF--	:30	4	\$160.00	7	0.00	NM	4	\$640.00
EXTRA				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$160.00		0.00				
17	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	7	0.00	NM	1	\$2,500.00
NFL-PANTHERS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$2,500.00		0.00				
18	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	7	0.00	NM	1	\$2,500.00
NFL-PANTHERS				ADDING SPOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$2,500.00		0.00				
19	8	10/27/12	10/27/12	ACC Football ACC Football	CM-All	1230-4p (12:30 PM-3:30 PM)	-----S-	:30	1	\$275.00	7	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WGHP-TV

Print Date: 10/26/12

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Contract / Revision **565983** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **McCrory/R/ NC Gov**

Product **MCCRORY FOR NC GOV**

Estimate # **C22C28**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
19	8	10/27/12	10/27/12	ACC Football ACC Football	CM-All	1230-4p (12:30 PM-3:30 PM)	-----S-	:30	1	\$275.00	7	0.00	NM	1	\$275.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-					1	\$275.00		0.00				
20	8	10/22/12	10/26/12	M-F 430a-5a FOX 8 Morning News	CM-All	430a-5a	MTWTF--	:30	5	\$10.00	7	0.00	NM	5	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--					5	\$10.00		0.00				
21	8	10/24/12	10/26/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	--WTF--	:30	3	\$165.00	7	0.00	NM	3	\$495.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WTF--					3	\$165.00		0.00				
22	8	10/24/12	10/26/12	M-F 7-8a Fox 8 Morning News	CM-All	7-8a	--WTF--	:30	3	\$165.00	7	0.00	NM	3	\$495.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WTF--					3	\$165.00		0.00				
23	8	10/28/12	10/28/12	NFL Late Game FOX NFL 4p	CM-All	Various	-----S	:30	2	\$1,200.00	7	0.00	NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S					2	\$1,200.00		0.00				
24	8	10/23/12	10/26/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	-TWTF--	:30	1	\$70.00	7	0.00	NM	1	\$70.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-TWTF--					1	\$70.00		0.00				
25	8	10/24/12	10/26/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	--WTF--	:30	1	\$70.00	7	0.00	NM	1	\$70.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WTF--					1	\$70.00		0.00				
26	8	10/25/12	10/26/12	Fox 8 News After Sports Fox 8 News After Sports	CM-All	1030-1130p	---TF--	:30	1	\$400.00	7	0.00	NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	---TF--					1	\$400.00		0.00				
N 27	8	10/28/12	10/28/12	Fox 8 News After Sports Fox 8 News After Sports	CM-All	1030p-1130p	-----S	:30	1	\$400.00	7	0.00	NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S					1	\$400.00		0.00				
														Totals	59	\$19,045.00